

## **Tim Pollard**

Tim Pollard relaunched Carmagazine.co.uk on a responsive platform in 2015 and continued to develop the site throughout the awards period, growing traffic year-on-year significantly: we had 1,542,034 more users on the site from 1 October 2015 – 30 September 2016 than in the same period the year before. That's a lot of extra eyeballs.

He achieved this through a passionate rethink of content, modernising storytelling formats and driving the gigantic social following that CAR has established. Please find attached links to our Facebook page and a feature article showing how we now attract new audiences to our motoring portfolio through fun, accessible content.

When Tim rejoined Bauer from Microsoft's MSN in June 2014, CAR had 350,000 fans on Facebook. Through a carefully implemented social strategy and using new analytical tools such as Sprinklr, Tim organically grew CAR's social footprint to more than 1.1 million Facebook fans and 119,000 Twitter followers in June 2016. At its peak, this was driving 8% of the website's traffic. Not a single follower has been paid for; the growth is 100% organic.

But as well as growing traffic through brilliant editorial, Tim has led the drive to broader revenue streams, adding used-car classifieds, a new leasing section and a pioneering paywall with archive content available only to subscribers in autumn 2015. The paywall didn't gain the necessary traction and in June 2016 we made this content free-to-air to grow exposure. Experimental projects, agile thinking and acknowledging failure quickly are an important part of digital leadership.

After successfully turning around CAR magazine's website, Tim was promoted to Digital Editor-in-Chief of Bauer Media's motoring titles in winter 2015. He assumed overall digital responsibility for CAR and Parkers, one of Britain's biggest motoring websites (see Comscore ratings attached).

He is in the midst of relaunching Parkers on a new responsive platform and in May 2016 the popular Reviews section went live. By June 2016, it was working: Parkers.co.uk saw traffic on mobile and tablet jump to 61%, and we are on course to roll out the rest of the responsive site this winter.

He has also launched a clever audience development strategy, working with sister brands within the Bauer portfolio. Parkers is now collaborating with female brands Closer, Grazia, The Debrief and Mother & Baby, publishing motoring content authored jointly and speaking to women car buyers in friendly, non-specialist language. Result? We're exposing lifestyle consumers to our motoring content off-site – a trick that rival publishers will find difficult to emulate.

Tim has also rolled out a new road-testing editorial hub, overhauling how website reviews are created on CAR and Parkers, navigating the political and print hurdles this entailed. This has dramatically increased the volume of web reviews created across both brands; more than half of CAR's traffic is now in the most lucrative reviews channel.

As Editor-in-Chief, he has expanded the digital editorial team by 40%, as Bauer invests in four incremental heads to fuel our online growth. He has appointed Britain's first car finance specialist and a continuity editor to housekeep evergreen, canonical car reviews so they never fall out-of-date. Further expansion is planned for 2017.

Symbolising the waves Tim is making in the industry, he's appeared on Radio 5 Live numerous times and in the Daily Mail twice this year – generating substantial PR for both the Parkers and CAR brands.

He's a true digital leader, transforming Bauer's motoring division and securing the future of our treasured car media brands long into the future.